

# ***PURCHASING GREEN POWER: A STRATEGIC APPROACH***

**Paul Aldretti  
Director, Climate Programs  
Business for Social Responsibility Education Fund**

**P.O. Box 140411  
Denver, Colorado 80214  
(303) 433-1020  
fax (303) 433-2080  
aldretti@bsr.org  
www.bsr.org**

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## ***GREEN POWER PURCHASING AS PART OF A STRATEGIC PROCESS***

**Strategic planning allows companies to respond to  
green power opportunities more effectively**

- **Increases understanding about corporate options regarding power purchasing**
- **Improves understanding about how power purchasing is related to other environmental issues and how objectives/results can be leveraged**
- **Provides guidance for long-term power purchasing decisions**
- **Ensures the highest value for marketing/p.r. objectives**
- **Improves your company's ability to work more efficiently with a variety of vendors**

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## ***GREEN POWER PURCHASING AS PART OF A STRATEGIC PROCESS***

**Strategic planning allows providers to meet the needs of customers more effectively**

- **Encourages cooperation among providers**
- **Increases opportunities by providing a "package" of services to prospective clients**
- **Makes choice and decision-making easier for customers**
- **Promotes long-term relationships (partnerships)**

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## ***GREEN POWER OPTIONS***

**Strategic planning provides opportunities to be creative in developing green power strategies**

- **Direct purchase**
- **Aggregated purchasing involving multiple companies**
- **Employee benefits**
- **Customer education**
- **On-site installation of renewable resources – off-grid locations, improvement of reliability, peak back-up, net metering, generating power for sale**

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## ***GREEN POWER OPTIONS***

**Increasing benefits to companies of participating in green power programs – meeting multiple goals strategically (economic, environmental, marketing)**

- **Brand equity/corporate image**
- **Investment in new power resources that will reduce long-term cost**
- **Improved stakeholders relations**
- **Improvement in other areas of environmental performance**
- **Potential carbon trading/early action credit**
- **Helps improve the market and hasten the advantages of green power**